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Mr. T. S. Repplier, President
The Advertising Council, Inc.
1900 Eighteenth Street, N. W.
Washington 6, D. C.

Dear Ted:

I have your very thoughtful letter of
22 March concerning my talk at the Advertising
Council meeting and I want to tell you how much
I enjoyed participating in your program.

It was a pleasure to join you again and
I greatly appreciate your generous comments
about my speech.

With every best wish.

Sincerely,

SWB

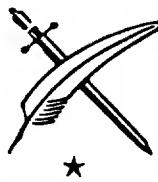
Allen W. Dulles
Director

O/DC [redacted] oak (23 Mar. 60)

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1200 EIGHTEENTH STREET, N. W.

WASHINGTON 6, D. C.

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THEODORE S. REPLIER
PRESIDENT

March 22, 1960

Dear Allen:

Once again I have occasion to thank you most warmly for your splendid performance at our meeting here last Wednesday.

You were really in top form and fielded all questions in a manner that stirred everyone's admiration. The reaction to your talk was excellent.

I suppose I should feel guilty for imposing on your time once a year, but this is the penalty of excellence.

With personal regards, I am

Cordially,

TSR/els

Honorable Allen W. Dulles
Director
Central Intelligence Agency
Washington 25, D. C.